ABSTRACT OF THE DISCLOSURE

Automatically displaying updated and relevant content on the display of a mobile computing device. In response to receiving a registration that includes a request for particular dynamic content, a subscription service creates a template file. The template file includes static content, references to dynamic content, and corresponding layout information. The template file is transferred to and stored on a mobile computing device. When dynamic content is updated the dynamic content is pushed to the mobile computing device via a push gateway. Dynamic content may be included in an service indication message that is pushed to the mobile computing device via a wireless protocol. Dynamic content may be stored in an update store included in the mobile computing device. At an appropriate time computer-executable instructions may be executed that merge content from the update store into the template file for display on a display device.

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WORKMAN, NYDEGGER & SEELLEY
A PROFESSIONAL CORPORATION
ATTORNEYS AT LAW
1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111

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